# Klizer
by DCKAP

**essensey®**

Suplement diety

**ASHWAGANDHA**
**FORTE**

Odporność na stres

666 mg ekstraktu z korzenia
Ashwagandhy

Setting Up A **B2C**
**Storefront** For Holistic
Personal Care.

# ABOUT ESSENSEY

Essensy is a health and wellness ecommerce brand founded in 2020 and based in Los Angeles, California. They offer a wide range of high-quality beauty and wellness products with a focus on exceptional customer service. They partner with premium brands and ensure fast shipping to provide a seamless shopping experience for their customers. Their goal is to add value to people's lives through carefully curated products.

www.essensy.com
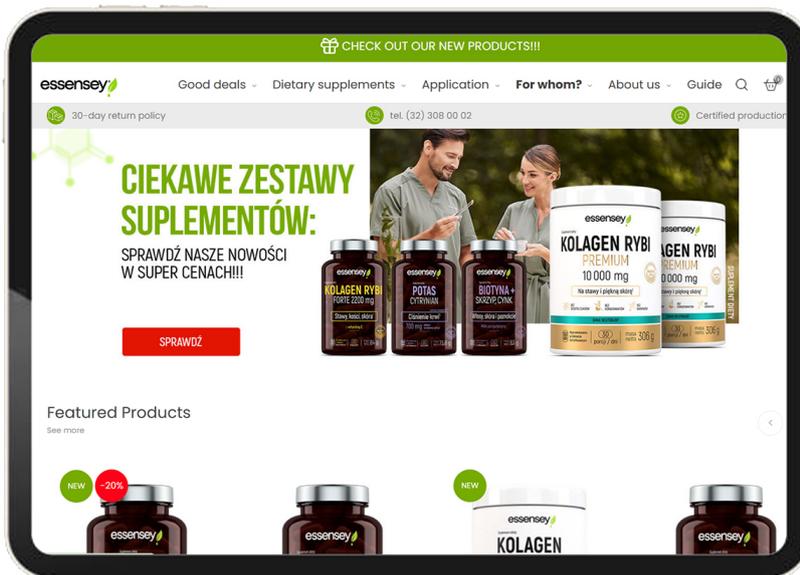
## Services Provided ⚙

- Shopify Plus Website creation
- Performance Optimization
- Mobile Optimization
- UI & UX Design Implementation
- SEO

## Platform  shopifyplus

## Challenges Faced

### Website Usability
Essensy needed to improve their website's **user experience** to keep customers engaged and encourage longer visits. They required a more intuitive design to help users easily find and purchase products.

### Order Processing
Managing and processing orders quickly was a challenge. Essensy needed a solution to sync orders efficiently and ensure fast, reliable shipping for a **seamless customer experience.**

### Customer Loyalty
**Essensy** wanted to create a **loyalty program** to reward customers for repeat purchases and other actions. They needed a system that could easily track and award loyalty points to enhance **customer engagement.**

### SEO Optimization
The website needed **SEO** improvements to increase visibility and attract more organic traffic. Essensy required help optimizing content, images, and links to improve **search engine rankings.**

### System Integration
Integrating tools like **Shipstation** and **Swell** for order management and loyalty programs was crucial. Essensy needed to ensure that all systems worked seamlessly together without disrupting the user experience.

# Solutions Offered

### Customer Loyalty Program with Swell
Klizer integrated Swell to build a highly customizable loyalty program for Essensy. With Swell, customers could earn loyalty points for actions like creating an account, making purchases, interacting with social media, and referring friends. This integration helped boost customer retention and engagement by rewarding loyal customers.

### Order Processing and Shipstation Integration
Klizer integrated Shipstation into the system to streamline order processing. This allowed Essensy to synchronize orders automatically for smooth logistics management. The integration made the shipping process more efficient by tagging logistics agencies for each order, which ensured fast and reliable deliveries.

### Scalability and Performance
Klizer focused on making Essensy's platform scalable to handle future growth. They ensured that the website could manage increased traffic and orders without performance issues, particularly during peak traffic periods, maintaining a smooth and reliable customer experience.

### System Integration
Klizer seamlessly integrated Shipstation and Swell. This improved shipping and loyalty program management. The integrations were smooth and enhanced the user experience.

### Website Usability and Design Optimization
Klizer optimized Essensy's website design, focusing on user experience to make it more intuitive and engaging. They developed a fully customizable Shopify site that allowed for a seamless browsing experience, especially on the Homepage, Product Listing Pages (PLP), and Product Display Pages (PDP). The design improvements aimed to retain visitors longer and encourage higher conversion rates.

### SEO Optimization
Klizer implemented a comprehensive SEO strategy to increase Essensy's online visibility. They focused on optimizing internal and external links, enhancing content, optimizing images, and adding rich snippets. This improved the site's credibility and search engine rankings, leading to more organic traffic.

# Impact

Increased conversions and customer engagement.

Faster processing and reliable shipping.

Increased conversions and customer engagement.

Higher organic traffic and sales.

# ▷ Klizer
by DCKAP

Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of
ecommerce.
**Schedule a consultation call today**

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